AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method for quantifying brand development opportunities, comprising:

　　　providing a system comprising a processor, at least one memory to store data and instructions, a display device, a user interface, and distinct software modules embodied on a computer-readable medium;

　　　wherein the distinct software modules comprise a first analysis tool module, a second analysis tool module, and a regression analysis tool module; and

　　　wherein the distinct software modules are configured to access the at least one memory for data and instructions and, when executing the instructions, to perform the computer-implemented steps on the processor of:

　　　executing a first analysis by the first analysis tool module;

　　　executing a second analysis by the second analysis tool module; ~~and~~

　　　~~linking results of the first analysis and results of the second analysis through regression analysis, for uncovering insights that would not be apparent based on either the first or second analysis individually~~ determining, by the regression analysis tool module, brand loyalty or brand image factors and information about the brand loyalty or brand image factors, wherein results of the determining step are based on results of the first analysis and results of the second analysis;

　　　outputting a display on the display device, the display showing the brand loyalty or brand image factors and the information about the brand loyalty or brand image factors; and

identifying and quantifying the brand development opportunities
based on the display;

wherein the first <u>analysis tool module</u> and <u>the</u> second <u>analysis tool
module</u> <s>analyses</s> are chosen from the group comprising: <u>an</u>
image/equity analysis <u>tool module</u>, <u>a</u> customized brand
pyramid analysis <u>tool module</u>, <u>a</u> trade-off analysis <u>tool
module</u>, <u>a</u> probability <s>analysis</s> <u>simulator module</u>, <u>an</u>
econometric analysis <u>tool module</u>, <u>a</u> behavioral analysis <u>tool
module</u>, and <u>a</u> brand pyramid conversion analysis <u>tool
module</u>.

2. (Currently Amended) The method from claim 1,

wherein the first analysis <u>tool module</u> chosen is <u>the</u> brand pyramid conversion
analysis <u>tool module for analyzing a population of customers in pyramid
tiers of a multi-tier brand pyramid,</u> [[and]]

<u>wherein</u> the second analysis <u>tool module chosen</u> is <u>the</u> image/equity analysis <u>tool
module for determining the brand image factors driving customer
movement from one tier of the brand pyramid to a second tier</u>; [[and]]

wherein the <s>linking</s> <u>determining</u> step <s>results in an understanding of drivers behind
why customers move</s> <u>identifies an association between the population of
the customers in the pyramid tiers and the brand image factors, and an
extent that the brand image factors drive customer movement</u> from one
tier of [[the]] <u>a</u> brand pyramid to a second tier, for determining how to
increase attitudinal and behavioral loyalty<u>; and</u>

<u>wherein the method further comprises</u>

<u>outputting a display of an image perceptual map on the display device, the
display of the image perceptual map showing an extent of and
basis for brand differentiation based on the brand image factors;
and</u>

identifying and quantifying the brand development opportunities based on
the display of the image perceptual map.

3. (Currently Amended) The method from claim 1,

wherein the first analysis tool module comprises the brand pyramid conversion
analysis tool module;

wherein the second analysis tool module comprises the image/equity analysis
tool module; and

wherein the method further ~~comprising~~ comprises:

executing a third analysis comprising a trade-off analysis by the trade-off
analysis tool module;

~~wherein the first analysis chosen is brand pyramid conversion analysis,
the second analysis is image/equity analysis and the third analysis
is tradeoff analysis;~~

wherein the results of the ~~linking~~ determining step are based on the results
of the first analysis, the results of the second analysis, and results
of the third analysis; and

wherein the determining step ~~results in an understanding of~~ identifies
trade-offs between factors causing a group of customers to move
from one tier of [[the]] a brand pyramid to a second tier.

4. (Currently Amended) The method from claim 1, wherein the method further
~~comprising~~ comprises:

executing a third analysis comprising an image/equity analysis by the
image/equity analysis tool module;

wherein the first analysis tool module chosen is the brand pyramid conversion
analysis tool module, the second analysis tool module chosen is the
econometric analysis tool module, ~~and the third analysis is image/equity
analysis~~;

wherein <u>the results of</u> the <u>determining</u> ~~linking~~ step <u>are based on the results of the</u>
<u>first analysis, the results of the second analysis, and results of the third</u>
<u>analysis; and</u>

<u>wherein the determining step</u> ~~results in an understanding of the~~ <u>identifies a</u>
relative weighting of drivers causing a group of customers to move from
one tier of [[the]] <u>a</u> brand pyramid to a second tier.

5. (Currently Amended) The method from claim 1, <u>wherein the method</u> further
~~comprising~~ <u>comprises</u>:

executing a third analysis <u>with a third analysis tool module</u>;

wherein the first analysis <u>tool module</u> chosen is <u>the</u> brand pyramid conversion
analysis <u>tool module</u>, the second analysis <u>tool module</u> chosen is <u>the</u>
image/equity analysis <u>tool module,</u> and the third analysis <u>tool module</u>
chosen is <u>the</u> probability ~~analysis~~ <u>simulator module</u>;

wherein <u>the results of</u> the <u>determining</u> ~~linking~~ step <u>are based on the results of the</u>
<u>first analysis, the results of the second analysis, and results of the third</u>
<u>analysis;</u>

<u>wherein the third analysis further comprises generating, via the user interface, a</u>
<u>selected number of scenarios involving moving from one tier of the brand</u>
<u>pyramid to a second tier and determining, based on the scenarios, a</u>
<u>probability that a customer will move across the tiers;</u>

<u>wherein the determining step</u> ~~results in an understanding of~~ <u>estimates a</u>
<u>probability</u> ~~an estimate of the~~ value based on a range of probabilities that
a group of customers will move from one tier of [[the]] <u>a</u> brand pyramid to
a second tier<u>;</u>

<u>wherein outputting the display on the display device further comprises outputting</u>
<u>a display of the estimated probability value and the range of probabilities</u>
<u>that the group of customers will move from the one tier to the second tier;</u>
<u>and</u>

wherein identifying and quantifying the brand development opportunities further
comprises identifying and quantifying the brand development opportunities
based on the display of the estimated probability value and the range of
probabilities that the group of customers will move from the one tier to the
second tier.

6. (Currently Amended) The method from any one of claims 2 through 5, wherein the brand pyramid conversion analysis tool module is performed performs brand pyramid conversion analysis on a multi-tier brand pyramid customized to a company and to an industry of the company.

7. (Canceled).

8. (Currently Amended) The method from claim [[7]]4, further comprising:
the step of calculating a return on investment for at least one lever affecting
revenue from a selected brand from the results by a return-on-investment
analysis tool module.

9. (Currently Amended) A method for quantifying brand development opportunities for a particular brand, comprising:
providing a system comprising at least one memory to store data and
instructions, a display device, a user interface, and at least one processor
having distinct software modules;
wherein the distinct software modules comprise a customized brand
pyramid analysis tool module and an image/equity analysis tool
module; and
wherein the distinct software modules are configured to access the at
least one memory for data and instructions and, when executing
the instructions, to perform the computer-implemented steps of:

identifying, by the customized brand pyramid analysis tool module,
a multi-tier brand pyramid customized to [[the]] a company
and to an industry of the company;

identifying customers who have converted from a first tier to a
second tier of the multi-tier brand pyramid; and

applying image/equity driver analysis for understanding
determining, by the image/equity analysis tool module, brand
image factors driving drivers behind why the customers
move from [[a]] the first tier of the multi-tier brand pyramid to
[[a]] the second tier;

outputting a display of an image perceptual map on the display
device, the display of the image perceptual map showing an
extent of and basis for brand differentiation based on the
brand image factors; and

quantifying the brand development opportunities for a particular
brand based on the display of the image perceptual map.

10. (Currently Amended) The method from claim 9, further comprising:

performing tradeoff analysis for evaluating, by a trade-off analysis tool module,
trade-offs of customer needs causing a group of the customers to move
from [[a]] the first tier of the multi-tier brand pyramid to [[a]] the second tier.

11. (Currently Amended) The method from claim 9, further comprising:

performing econometric analysis to determine the determining, by an
econometric analysis tool module, a relative weighting associated with
[[the]] customer needs causing a group of the customers to move from
[[a]] the first tier of the multi-tier brand pyramid to the second tier over
time.

12. (Currently Amended) The method from claim 9, further comprising:

~~performing regression analysis on customer needs and customer perceptions for~~ determining, by a regression analysis tool module and based on customer perceptions and customer needs, ~~understanding which~~ the customer perceptions that drive the customer needs.

13. (Currently Amended) The method from claim 9, further comprising:

generating, via the user interface, a selected number of scenarios involving moving from one tier of the brand pyramid to a second tier;

determining, by a probability simulator module and based on the scenarios, a probability that a customer will move across the tiers;

~~performing probability analysis to determine an estimate of~~ estimating, by the probability simulator module, a probability value based on a range of probabilities of [[the]] customer needs causing a group of the customers to move from [[a]] the first tier of the multi-tier brand pyramid to [[a]] the second tier;

outputting, on the display device, a display of the estimated probability value and the range of probabilities of the customer needs causing the group of the customers to move from the first tier to the second tier; and

quantifying the brand development opportunities for the particular brand based on the display of the estimated probability value and the range of probabilities of the customer needs causing the group of the customers to move from the first tier to the second tier.

14. (Currently Amended) The method from claim 9, further comprising:

~~performing probability analysis to determine an estimate of~~ generating, via the user interface, a selected number of scenarios involving moving from one tier of the brand pyramid to a second tier;

determining, by a probability simulator module and based on the scenarios, a probability that a customer will move across the tiers;

estimating, by the probability simulator module, a probability value based on a range of probabilities of image attributes driving conversion to the second tier;

outputting, on the display device, a display of the estimated value and the range of probabilities of the image attributes driving conversion to the second tier; and

quantifying the brand development opportunities for the particular brand based on the display of the estimated value and the range of probabilities of the image attributes driving conversion to the second tier.

15.-17. (Canceled).

18. (Withdrawn) A method for developing a specialized brand pyramid that reflects attitudinal drivers, comprising: hypothesizing a plurality of ordered tiers for a brand pyramid, wherein the plurality of tiers are based on a particular brand and an industry for the brand, and wherein each of the tiers is associated with a corresponding membership definition; applying data to generate membership data for each of the tiers; associating the plurality of tiers into a draft of a customized brand pyramid; refining or reordering the tiers based on deficiencies of the draft pyramid; and repeating the steps of applying, associating and refining or reordering until the brand pyramid passes a test of acceptability.

19. (Withdrawn) A method for clustering a plurality of brand pyramids into a plurality of archetype groups, comprising: hypothesizing definitions for each of the plurality of

archetype groups; assigning each of the brand pyramids to one of the archetype groups on the basis of observation or statistical analysis; refining the definitions for each of the archetype groups; and repeating the steps of assigning and refining until the plurality of archetype groups pass a test of acceptability.

20. (Withdrawn) The method from claim 19, wherein the plurality of archetype groups are based on product, geography and segment.

21. (Withdrawn) The method from claim 19, wherein the brand pyramids are conversion pyramids.

22. (Withdrawn) The method from claim 19, further comprising: performing image/equity driver analysis on each of the archetype groups for generating insight about preferred marketing techniques for brand pyramids members of the archetype groups.

23. (Withdrawn) The method from claim 19, further comprising: defining a marketing plan for each of the archetype groups.

24. (Withdrawn) The method from claim 19, wherein the statistical analysis is cluster analysis.

25. (Withdrawn) The method from claim 19, wherein the statistical analysis is factor analysis.

26. (Withdrawn) The method from claim 19, wherein the statistical analysis is decision tree analysis.

27. (New) A computer program product, comprising a computer usable medium having computer-readable program code embodied therein, said computer-readable program

code adapted to be executed to implement a method for quantifying brand development
opportunities, comprising:

    providing a system comprising a processor, at least one memory to store data
        and instructions, a display device, a user interface, and distinct software
        modules embodied on a computer-readable medium;

        wherein the distinct software modules comprise a first analysis tool
            module, a second analysis tool module, and a regression analysis
            tool module; and

        wherein the distinct software modules are configured to access the at
            least one memory for data and instructions and, when executing
            the instructions, to perform the computer-implemented steps on the
            processor of:

            executing a first analysis by the first analysis tool module;

            executing a second analysis by the second analysis tool module;

            determining, by the regression analysis tool module, brand loyalty
                or brand image factors and information about the brand
                loyalty or brand image factors, wherein results of the
                determining step are based on results of the first analysis
                and results of the second analysis;

            outputting a display on the display device, the display showing the
                brand loyalty or brand image factors and the information
                about the brand loyalty or brand image factors; and

            identifying and quantifying the brand development opportunities
                based on the display;

            wherein the first analysis tool module and the second analysis tool
                module are chosen from the group comprising: an
                image/equity analysis tool module, a customized brand
                pyramid analysis tool module, a trade-off analysis tool
                module, a probability simulator module, an econometric

analysis tool module, a behavioral analysis tool module, and a brand pyramid conversion analysis tool module.

28. (New) The computer program product of claim 27,

wherein the first analysis tool module chosen is the brand pyramid conversion analysis tool module for analyzing a population of customers in pyramid tiers of a multi-tier brand pyramid,

wherein the second analysis tool module chosen is the image/equity analysis tool module for determining the brand image factors driving customer movement from one tier of the brand pyramid to a second tier;

wherein the determining step identifies an association between the population of the customers in the pyramid tiers and the brand image factors, and an extent that the brand image factors drive customer movement from one tier of a brand pyramid to a second tier, for determining how to increase attitudinal and behavioral loyalty; and

wherein the method further comprises

outputting a display of an image perceptual map on the display device, the display of the image perceptual map showing an extent of and basis for brand differentiation based on the brand image factors; and

identifying and quantifying the brand development opportunities based on the display of the image perceptual map.

29. (New) A computer system for quantifying brand development opportunities, comprising:

a processor;

at least one memory to store data and instructions;

a display device;

a user interface; and

distinct software modules embodied on a computer-readable medium;

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wherein the distinct software modules comprise a first analysis tool module, a second analysis tool module, and a regression analysis tool module; and

wherein the distinct software modules are configured to access the at least one memory for data and instructions and, when executing the instructions, to perform the computer-implemented steps on the processor of:

executing a first analysis by the first analysis tool module;

executing a second analysis by the second analysis tool module;

determining, by the regression analysis tool module, brand loyalty or brand image factors and information about the brand loyalty or brand image factors, wherein results of the determining step are based on results of the first analysis and results of the second analysis;

outputting a display on the display device, the display showing the brand loyalty or brand image factors and the information about the brand loyalty or brand image factors; and

identifying and quantifying the brand development opportunities based on the display;

wherein the first analysis tool module and the second analysis tool module are chosen from the group comprising: an image/equity analysis tool module, a customized brand pyramid analysis tool module, a trade-off analysis tool module, a probability simulator module, an econometric analysis tool module, a behavioral analysis tool module, and a brand pyramid conversion analysis tool module.

30. (New) The computer system of claim 29,

wherein the first analysis tool module chosen is the brand pyramid conversion
analysis tool module and the second analysis tool module chosen is the
image/equity analysis tool module;

wherein the method further comprises executing a probability analysis with the
probability simulator module;

wherein the results of the determining step are based on the results of the first
analysis, the results of the second analysis, and results of the probability
analysis;

wherein the probability analysis further comprises generating, via the user
interface, a selected number of scenarios involving moving from one tier of
the brand pyramid to a second tier and determining, based on the
scenarios, a probability that a customer will move across the tiers;

wherein the determining step estimates a probability value based on a range of
probabilities that a group of customers will move from one tier of a brand
pyramid to a second tier;

wherein outputting the display on the display device further comprises outputting
a display of the estimated probability value and the range of probabilities
that the group of customers will move from the one tier to the second tier;
and

wherein identifying and quantifying the brand development opportunities further
comprises identifying and quantifying the brand development opportunities
based on the display of the estimated probability value and the range of
probabilities that the group of customers will move from the one tier to the
second tier.